

# EUSTON TOWER

Car Parking Design and Management  
Plan Addendum

December 2024



# EUSTON TOWER, REGENT'S PLACE

## CAR PARKING DESIGN AND MANAGEMENT PLAN ADDENDUM

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# DOCUMENT CONTROL SHEET

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# 1 INTRODUCTION

## 1.1 APPOINTMENT

- 1.1.1 Velocity Transport Planning has been commissioned by British Land Property Management Limited (Thereafter British Land, or the 'Applicant') to prepare a Car Parking Design and Management Plan (CPDMP) Addendum in relation to the proposed development at Euston Tower, which forms part of Regent's Place, situated within the London Borough of Camden (LBC).
- 1.1.2 This Car Parking Design and Management Plan Addendum summarises the revisions made to the pending strategic application for Full Planning Permission (ref. 23/5240/P), submitted in December 2023 for the Proposed Development at Euston Tower (286 Euston Road, London).
- 1.1.3 The Applicant has undertaken extensive consultation during both the pre-application and determination stages of the Proposed Development and has sought to respond positively to the responses received. The scheme has been revised in response to feedback from Officers, local stakeholders and residents, the Regents Park Conservation Area Advisory Committee and statutory consultees, including Historic England and The Greater London Authority.
- 1.1.4 This Addendum has been prepared detailing the revisions to the pending scheme (the "Proposed Development"). For the avoidance of doubt, the CPDMP which accompanied the December 2023 Submission is considered as read and this Addendum deals only with the 2024 Revisions and any updates to assessments as a result of these revisions. This Addendum also clarifies and provides further details responding to consultation responses received since the original submission in December 2023. Save where varied or supplemented in this Addendum, the content of the CPDMP remains valid and up to date.
- 1.1.5 This CPDMP should be read in conjunction with the Transport Assessment (TA) Addendum, also submitted as part of the planning application.

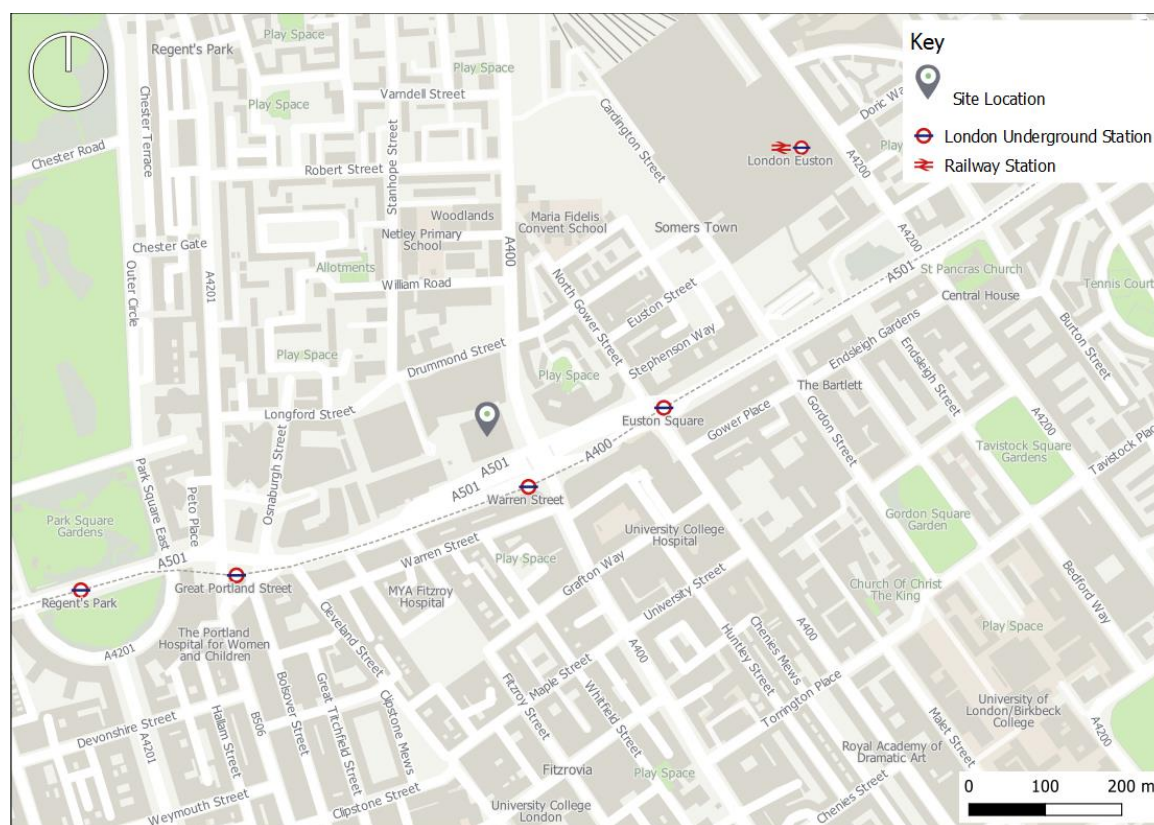
## 1.2 SITE LOCATION

- 1.2.1 Euston Tower is situated within the London Borough of Camden ('LBC'), and the ward of Regent's Park. The Site is bounded by Euston Road (south), Hampstead Road (east), Brock Street (north) and Regent's Place (west). The Site covers an area of 8,079sqm, comprised of a single, ground plus an existing 36-storey tower. The tower has been largely vacant for several years, predominantly comprising office uses on the upper floors, however there are still retail uses currently in operation at ground floor level. The Site does not fall within a conservation area; however, Fitzroy Square CA and Bloomsbury CA are both located in close proximity (south). There are no elements of the Site that are statutory or locally listed. There are several buildings located within a close radius of the Site that are Grade I, Grade II and Grade II\* listed.
- 1.2.2 The Site has a PTAL rating of 6b indicating 'excellent' transport connectivity. The Site is mainly served by Warren Street Underground Station (south), Euston Square Underground Station (east) and Great Portland Street Underground Station (west). There are also several bus routes that serve the site along Euston Road (south) and Hampstead Road (east).



- 1.2.3 The land surrounding the Site consists of a range of uses. The Site is designated within the Knowledge Quarter Innovation District ('KQID'), home to world-class clusters of scientific and knowledge-based institutions and companies specialising in life-sciences, data and technology and creative industries. The neighbouring Regent's Place comprises commercial, office and cultural land uses, as well as pedestrianised streets and public realm incorporated into the space. The closest residential properties are located along Drummond Street (north) and Hampstead Road (east).
- 1.2.4 On a London-wide scale, Regents Place sits within Central London located in the Borough of Camden approximately 1.5km to the west of Kings Cross and 0.5km to the east of Regents Park.
- 1.2.5 **Figure 1-1** shows the location of the site and its surrounding network within circa 800m.

**Figure 1-1: Site location and local context**



- 1.2.6 Euston Tower is situated at the southwestern corner of the Regent's Place estate and is bounded by Brock Street to the north and Regent's Place Plaza to the west which are both pedestrianised. To the east is Hampstead Road and to the south the A501 Euston Road.





### 1.3 PROPOSED DEVELOPMENT

1.3.1 The description for the Proposed Development, considering the 2024 Revisions, has been updated to the following:

*“Redevelopment of Euston Tower comprising retention of parts of the existing building (including central core, basement and foundations) and erection of a new building incorporating these retained elements, to provide a 32-storey mixed-use building providing offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and Enterprise space (Class E/F) at ground and first floors, and associated external terraces; public realm enhancements, including new landscaping and provision of new publicly accessible steps and ramp; short and long stay cycle storage; servicing; refuse storage; plant and other ancillary and associated work.”*

1.3.2 This is referred to throughout as the “Proposed Development”.

1.3.3 The Proposed Development's new land uses and areas are summarised in **Table 1-1**.

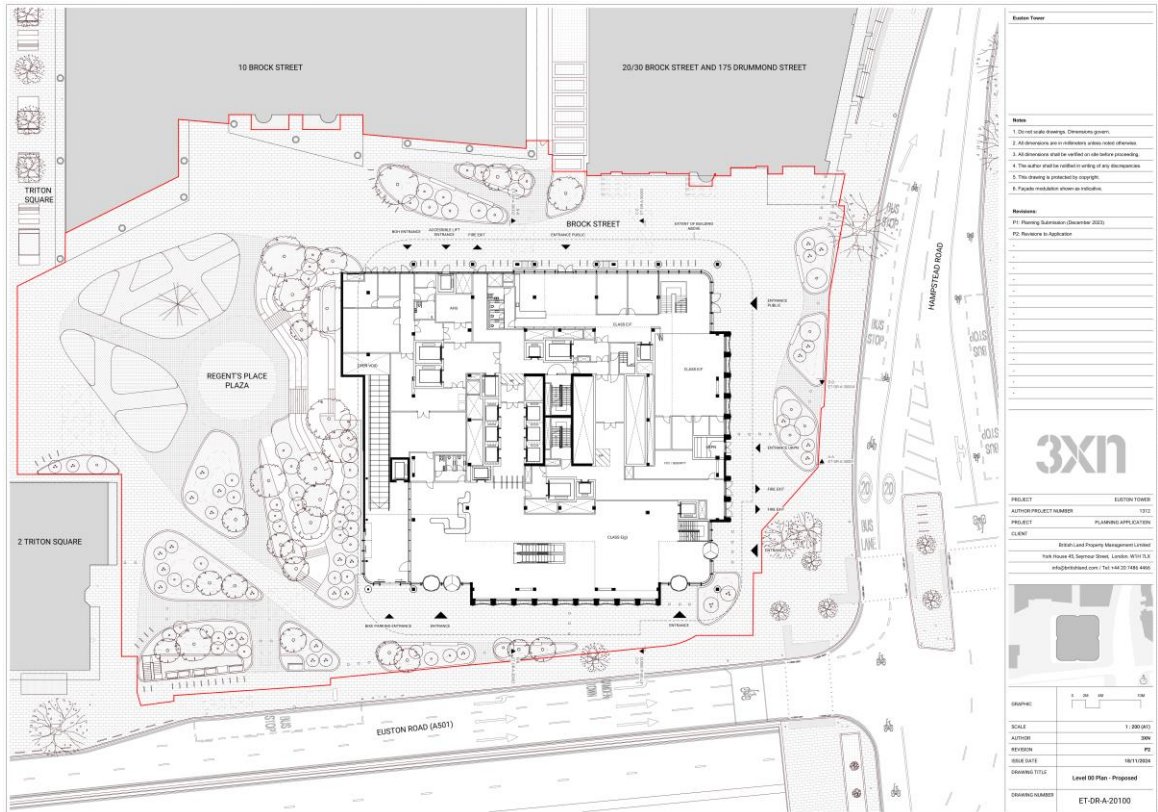
**Table 1-1: Proposed Development Accommodation Schedule**

LAND USE	NIA (SQM)	GIA (SQM)	GEA (SQM)
Office (Class E(g))	34,457	52,713	57,769
Life Science (Class E(g))	16,476	24,510	26,765
Retail (Class E)	514	997	1,058
Enterprise Space (Class F1)	746	1,605	1,691
<b>Total</b>	<b>52,193</b>	<b>79,825</b>	<b>87,283</b>

1.3.4 The ground floor plan is illustrated in **Figure 1-2**. The Proposed Development maximises active frontage with public access on Hampstead Road and office and enterprise space access from Euston Road. Significant improvements to the public realm are proposed to provide a high-quality environment for the Proposed Development.



Figure 1-2: Proposed Development - Ground Floor Plan



## 1.4 OVERVIEW

1.4.1 This CPDMP has been prepared in accordance with London Plan 2021 Policy T6(J) which states:

*“A Parking Design and Management Plan should be submitted alongside all applications which include car parking provision, indicating how the car parking will be designed and managed, with reference to Transport for London guidance on parking management and parking design.”*

1.4.2 This CPDMP has been prepared with regards to Camden Local Plan (2017) Policy T2 and Camden Planning Guidance (2021) Sections 5 to 7 and should be read in conjunction with the Transport Assessment (TA), also submitted as part of the planning application.





## 2 CAR PARKING PROVISION AND ACCESS

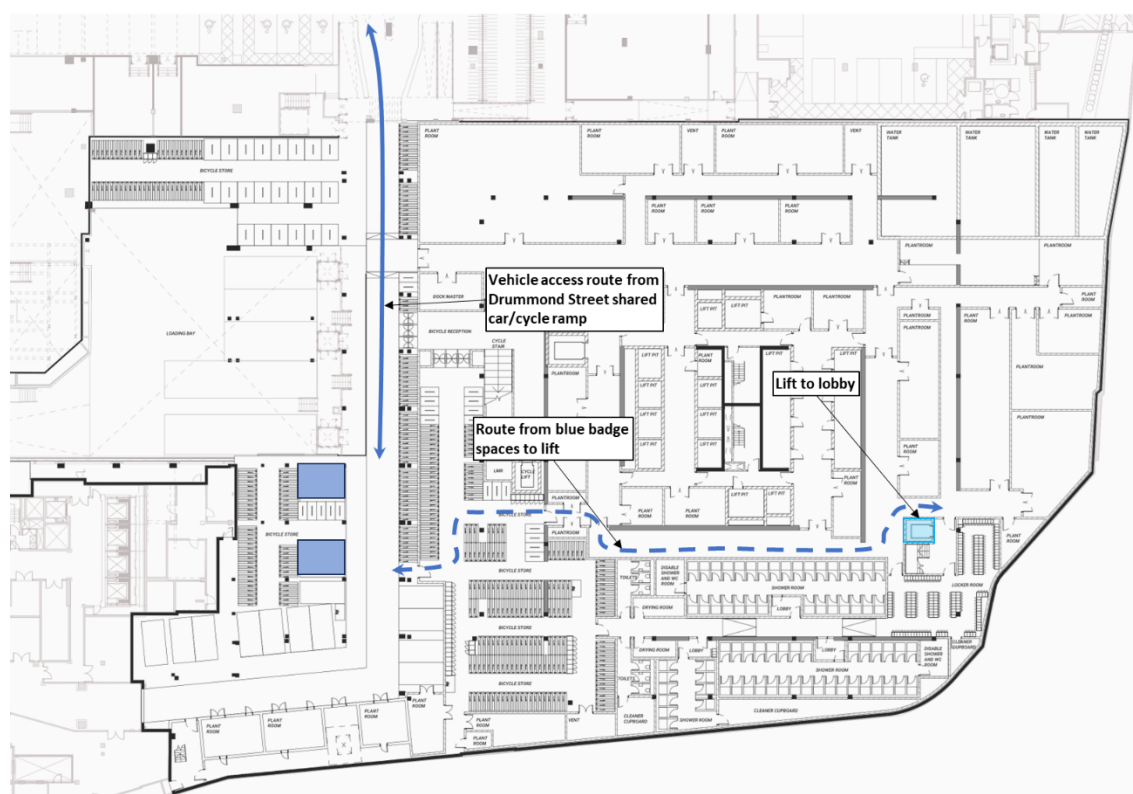
### BASELINE CONDITIONS

- 2.1.1 There have been no significant changes to the baseline conditions and those set out in the 2023 Travel Plan remain valid.

### PROPOSED CAR PARKING

- 2.1.2 The proposed scheme is to be car-free, in accordance with London Plan and Camden Local Plan policy requirements.
- 2.1.3 As set out in Policy T6.5 in the London Plan, accessible parking spaces are proposed within the Euston Tower basement demise and located as close as possible to the accessible access to lobby level, as shown in **Figure 2-1**.
- 2.1.4 The basement route also provides access to twelve car parking spaces which are leased by Santander. These car parking spaces and access to them are to be retained but are outside of the planning redline and Euston Tower basement demise
- 2.1.5 In accordance with the Camden Planning Guidance: Transport (2021), all accessible car parking spaces will be sized at 2.4m x 4.8m, with a 1.2m clear zone.
- 2.1.6 The spaces will be permanently designated for blue badge users within the Proposed Development.

**Figure 2-1: Proposed Blue Badge Parking**



## 3 CAR PARK MANAGEMENT AND CONTROL

### 3.1 ACCESS CONTROL

- 3.1.1 The existing car park access from Drummond Street is used to access the Euston Tower blue badge spaces within the basement. The existing access control will be retained, and it is expected that authorised users will be pre-booked and validated on arrival at the intercom.

### 3.2 BLUE BADGE PARKING

- 3.2.1 All the wheelchair-accessible car parking will be available from the outset following the completion and opening of the Proposed Development. It is anticipated that the provision will be sufficient to meet demand and are compliant with Policy T6.5 of the London Plan as shown below:

- ⦿ The accessible parking bays will be located as close as possible to the building entrance;
- ⦿ They will be designated and marked as accessible persons parking bays from the outset;
- ⦿ They will be designed in accordance with guidance.

### 3.3 ENFORCEMENT AND MANAGEMENT

- 3.3.1 The Regent's Place Management team will ensure that the parking facilities provided on site are being appropriately used and are in accordance with the CPDMP. The team will also be responsible for monitoring the parking on a regular basis.

### 3.4 MONITORING AND REVIEW

- 3.4.1 This document has provided details of the proposed car parking strategy and management. This will remain a 'live' document which will evolve in time, and certain elements will be subject to ongoing monitoring and review by the Developer and Camden Council.

